



Administrative Report

N.3., File #19-0279

Council Action Date: 10/1/2019

To: MAYOR AND CITY COUNCIL
From: JOHN LA ROCK, COMMUNITY SERVICES DIRECTOR

TITLE

DISCUSSION AND POSSIBLE ACTION REGARDING AN UPDATE OF THE CITY'S COMMEMORATIVE DONATION PROGRAM TO INCLUDE ADDITIONAL PARK LOCATIONS AS ELIGIBLE TO RECEIVE DONATED ITEMS AND TO INCORPORATE ENGRAVED BRICKS AT THE VETERANS MEMORIAL.

EXECUTIVE SUMMARY

The City's Commemorative Donation Program has been in operation since 2006. Over the course of the past 12 years, members of the public and the business community have participated in the program, placing numerous benches, trees and the occasional specialty item throughout the City's parks and open spaces to honor people and events and improve the park infrastructure. Applicants to the program pay for the acquisition and installation of donated items and recognition plaques, as applicable.

The program has seen robust activity since its inception. As a result, there are limited options for future donations, particularly for park benches. In order for the program to remain responsive to the community, it's recommended that the program be updated to include additional parks as available locations for donated items, including the Seaside Lagoon, Czuleger Park and Andrews Park.

It is also recommended that the engraved bricks at the Veterans Memorial in Veterans Park be added as an option to the Commemorative Donation Program. There are approximately 1,500 bricks available as donation items under the Commemorative Donation Program. Prior to this report, the engraved bricks were managed by the Veterans Memorial Task Force as a fundraising mechanism to reimburse for Memorial project costs. As a result of the City Council's action with the adoption of the FY 2019-20 Budget, the remaining expenses for the Memorial project have been paid and the City has incorporated the ongoing management of donated engraved bricks into the Community Services Department's regular work program.

BACKGROUND

The City's Commemorative Donation Program has been in operation since 2006. Over the course of the past 12 years, members of the public and the business community have participated in the program, placing numerous benches, trees and the occasional specialty item throughout the City's parks and open spaces to honor people and events and improve the park infrastructure. Applicants

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COORDINATION

The Commemorative Donation Program is managed by the Community Services Department. Installation of donated amenities is coordinated with the Public Works Department.

FISCAL IMPACT

The Commemorative Donation Program is self-funding. Donors are responsible for the cost of all commemorative items, including shipping, installation, administrative and maintenance costs.

APPROVED BY:

Joe Hoefgen, City Manager

ATTACHMENTS

1. Current Commemorative Donation Program brochure
2. Resolution No. 0607-79
3. Power Point presentation

COMMEMORATIVE BENCH APPLICATION

Name:

Address:

Phone:

Email:

Date:

Person/Organization Being Honored:

Type of Bench: (check one)



El Monte (\$2,000)



Palm (\$2,000)

Location: (please see other side of brochure for locations)

1st Choice:

2nd Choice:

Recognition Plaque

A bronze recognition plaque will be affixed to the backrest of each concrete bench. Recognition language may include up to 70 letters (spaces between words are included in this figure).

The name(s) of the sponsoring person(s) or organizations(s) must be included in the recognition language.

Approved Phrases for Plaque

“This bench was donated by Jane Doe, in memory of John Doe”

“Donated by....., commemorating the 50th anniversary of.....”

“Friends and Family of”

“Sponsored by members of”

Minor immaterial variations of the above phrases may be approved by the City on a case by case basis at the City’s sole and absolute discretion. Images are not permitted.

Please fill in plaque information, up to 70 spaces:

I have enclosed a check payable to the City of Redondo Beach in the amount of \$2,000.

Signature:

Please mail application to:
City of Redondo Beach, Community Services Dept.

Attention: Commemorative Donation Program
1922 Artesia Blvd.
Redondo Beach, CA 90278

For additional information, please contact the Community Services Department,
(310) 318-0610.

TREE DONATION APPLICATION

Name:

Address:

Phone:

Email:

Date:

Type of Tree: (check one)

Brisbane Box, 24” box: (\$400)

Chinese Elm, 24” box: (\$400)

Peppermint Willow, 24” box: (\$400)

Strawberry Tree, 24” box: (\$400)

Monterey Cypress, 24” box: (\$400)

Location: (please see other side of brochure for locations)

1st Choice:

2nd Choice:

Certificate of Appreciation: (circle or add specific wording)

“Dedicated to” “In memory of” “In honor of”

I have enclosed a check payable to the City of Redondo Beach in the amount of \$400.

Signature:

Please mail application to: City of Redondo Beach, Community Services Department
Attention: Commemorative Donation Program
1922 Artesia Blvd., Redondo Beach, CA 90278

SPECIAL DONATION ITEM APPLICATION

Name:

Address:

Phone:

Email:

Date:

Person/Organization Being Honored:

Proposed Special Donation:

Item:

Location:
(If necessary, please attach additional information)

Recognition Plaque Requested:

Yes No

Recognition plaques may not be appropriate for all Special Donation Items due to size or other constraints.

Signature:

Community Services Department staff will contact you regarding the cost of your Special Donation Item request. Please mail to: City of Redondo Beach, Community Services Dept., Attn: Commemorative Donation Program, 1922 Artesia Blvd., Redondo Beach, CA 90278

City Parks

- Alta Vista Park
- Anderson Park
- Aviation Park
- Dale Page Park
- Dominguez Park
- Franklin Park
- Fulton Playfield
- Lilienthal Park
- Perry Park
- Perry Allison Playfield
- Veterans Park
- Vincent Park
- Wilderness Park (trees only)

City Parkettes

- Beverly Parkette
- Ensenada Parkette
- Ford Parkette
- General Eaton Parkette (Harriman Lane)
- General Eaton Parkette (Huntington Lane)
- Greg Parkette
- Huntington Parkette
- La Paz Parkette
- Massena Parkette
- Mathews Parkette
- Sneary Parkette
- Townsend Parkette
- Other City Sites
- Civic Center/Main Library
- Pier/Harbor
- Esplanade

For additional information, please contact the
Community Services Department, (310)
318-0610.

COMMEMORATIVE DONATION PROGRAM

Anyone wishing to honor a loved one, commemorate an event or anniversary, or acknowledge an outstanding organization may, through a donation process, request that benches, trees and other items be purchased and installed throughout the City.

Bench & Tree Donations

A donor may select from two styles of benches, or five tree species, and may designate a park or other City site for installation of the bench or tree (see list of available sites in this brochure). Each bench backrest will be fitted with a bronze plaque containing the recognition language. Plaques will be permitted only at select tree sites.

Special Donation Items

Special donation opportunities are available for participants who wish to donate items other than benches or trees to their favorite parks or facilities. Special donation items can include play equipment, picnic tables, planters, fountains, property, maintenance and safety equipment and/or other items of interest to the donor.

Approval

All donation requests must be approved by the Recreation and Community Services Department Director. Any decision made by the Director can be appealed by the donor, or forwarded by the Director to the Recreation and Parks Commission for further review and to the City Council for final approval.

Ownership

All donations become the property of the City of Redondo Beach. The City cannot guarantee the replacement of plaques or donated items if they are damaged or vandalized. The City reserves the right to relocate and/or remove donated items at any time.

Tax Deductibility

All or a portion of your contribution to this program may be tax deductible. If you receive a recognition plaque in conjunction with your contribution, the estimated value of the plaque (\$350) will not be deductible. Consult your tax advisor for details.

City Acknowledgement

All donors will receive a thank you letter or certificate of appreciation from the City. Additionally, all donations will be acknowledged and cataloged in a database on the City's website.

City of Redondo Beach
Commemorative Donation Program

City of Redondo Beach
Community Services Department
1922 Artesia Blvd.
Redondo Beach, CA 90278

RESOLUTION NO. CC-0607-79

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF REDONDO BEACH, CALIFORNIA, ESTABLISHING GUIDELINES FOR A PARKS, FACILITIES AND OPEN SPACE COMMEMORATIVE DONATION PROGRAM

WHEREAS, the City of Redondo Beach wishes to establish a *Parks, Facilities and Open Space Commemorative Donation Program*; and

WHEREAS, the program will provide an equitable and uniform set of guidelines for the acceptance of donations for commemorative benches, trees and other park and facility-related items such as picnic tables, signage, bicycle racks, play equipment, maintenance equipment, drinking fountains, *Path of History* markers, etc.; and

WHEREAS, the donation program will provide opportunities for residents, businesses and community groups to honor the memory of loved ones, commemorate anniversaries, and acknowledge outstanding organizations; and

WHEREAS, the donation program will provide an additional source of funding for trees, park furnishings and other equipment and facility-related capital needs in the City.

THEREFORE, the Mayor and City Council do adopt the following guidelines for a *Parks, Facilities and Open Space Commemorative Donation Program*, to be administered by the Recreation and Community Services Department:

Program Guidelines

1. Potential donors may select commemorative benches and trees from a predetermined list in the *Parks, Facilities and Open Space Commemorative Donation Program* catalog/brochure. The catalog will provide information about the number, type, price and location of benches and trees available and will include additional administrative guidelines developed by City staff to further clarify the donation process.
2. Potential donors may also make "special donations" to their favorite parks or facilities for items other than benches or trees. Special donation items, depending on donor preferences, may include play equipment, picnic tables, flag poles, park planters, fountains, directional signage, *Path of History* markers, entry gates, bike racks, maintenance and safety equipment, etc. As City staff identify special donation items of particular community interest (in addition to benches and trees), the items will be included in subsequent catalogs.

3. Any proposed special donation item will be evaluated on an individual basis by appropriate City staff and subject to approval by the Recreation and Community Services Director. Evaluation criteria may include:
 - a. Compatibility with City infrastructure, plans and safety requirements
 - b. Compatibility with site design and furnishings
 - c. Maintenance needs/costs
 - d. Number and type of other donated items in the vicinity of the site
 - e. The commemorated individual's impact on the community
 - f. The appropriateness of the content or message presented by the special donation item

Decisions made by the Director may be appealed by the donor, or forwarded by the Director, to the Recreation and Parks Commission for further review and to the City Council for final approval.

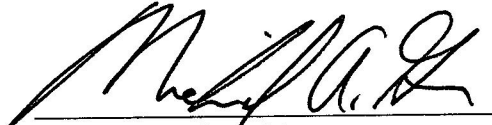
4. All donors will receive a letter or Certificate of Appreciation from the City. The City will also develop a database that includes photographs of each donated item, the date of the donation, the name of the donor, and the commemorative purpose. Recognition for benches, trees, and special donations may include signage. In such cases, the donor will have the option to select from a predetermined list of recognition phrases developed by City staff that could be placed on a sign or plaque.
5. The program will be self-sustaining. Donors will be responsible for the full cost of all items donated, including shipping, installation, administrative, and maintenance costs.
6. All donated items become the property of the City of Redondo Beach, unless otherwise designated.
7. The City may decline any donation and retains the authority over final approval of any language included on the donated item.
8. The City will not guarantee the replacement of donated items if they are damaged or vandalized.
9. The City reserves the right to relocate and/or remove donated items at any time.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF REDONDO BEACH, CALIFORNIA, DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting this resolution.

SECTION 2. The City Clerk shall certify to the passage and adoption of this resolution and shall enter the same in the Book of Original Resolutions.

PASSED, APPROVED AND ADOPTED this 19th day of September, 2006.


Michael A. Gin, Mayor

ATTEST:

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS
CITY OF REDONDO BEACH)

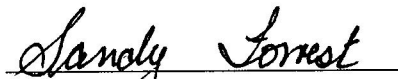
I, Sandy Forrest, City Clerk of the City of Redondo Beach, California, do hereby certify that the foregoing Resolution No. CC-0607-79 was duly passed, approved and adopted by the City Council of the City of Redondo Beach, California, at a regular meeting of said City Council held on the 19th day of September, 2006, by the following roll call vote:

AYES: Aspel, Cagle, Szerlip, Diels, Parsons


NOES: None

ABSENT: None

ABSTAIN: None


Sandy Forrest, City Clerk

APPROVED AS TO FORM:


for Michael W. Webb, City Attorney
BY DIRECTION

Commemorative Donation Program Status and Updates

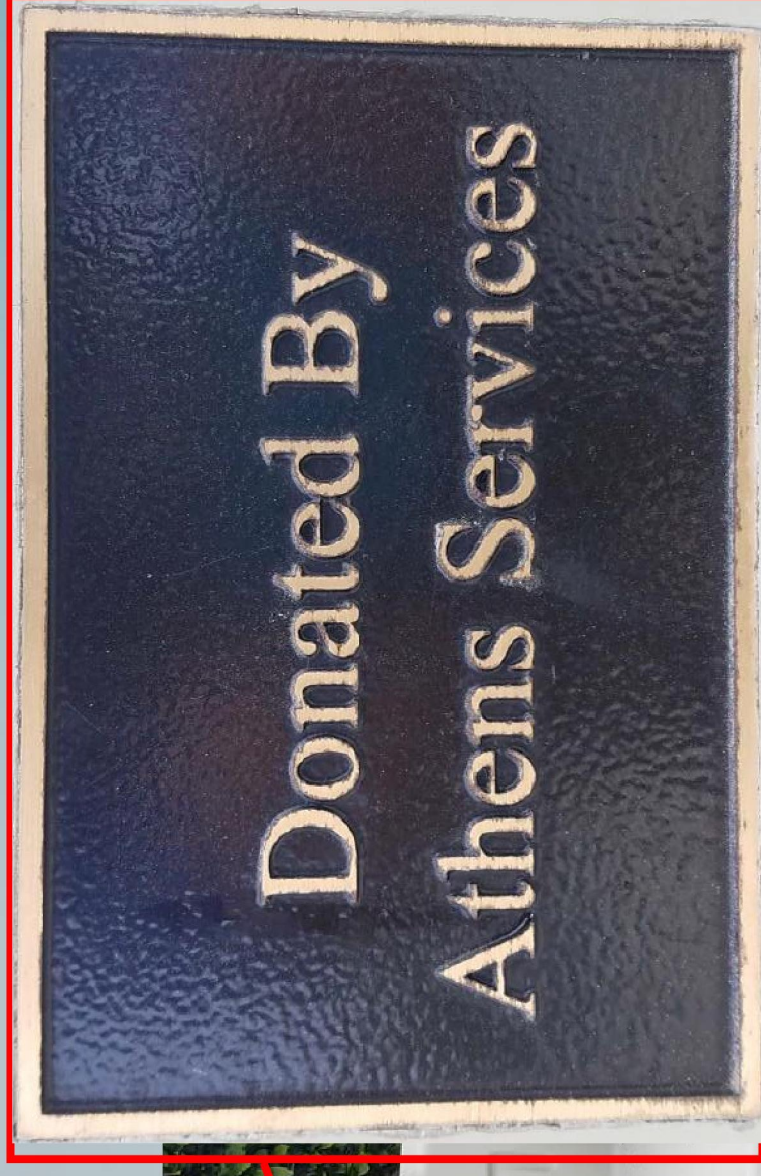
City Council meeting, October 1, 2019



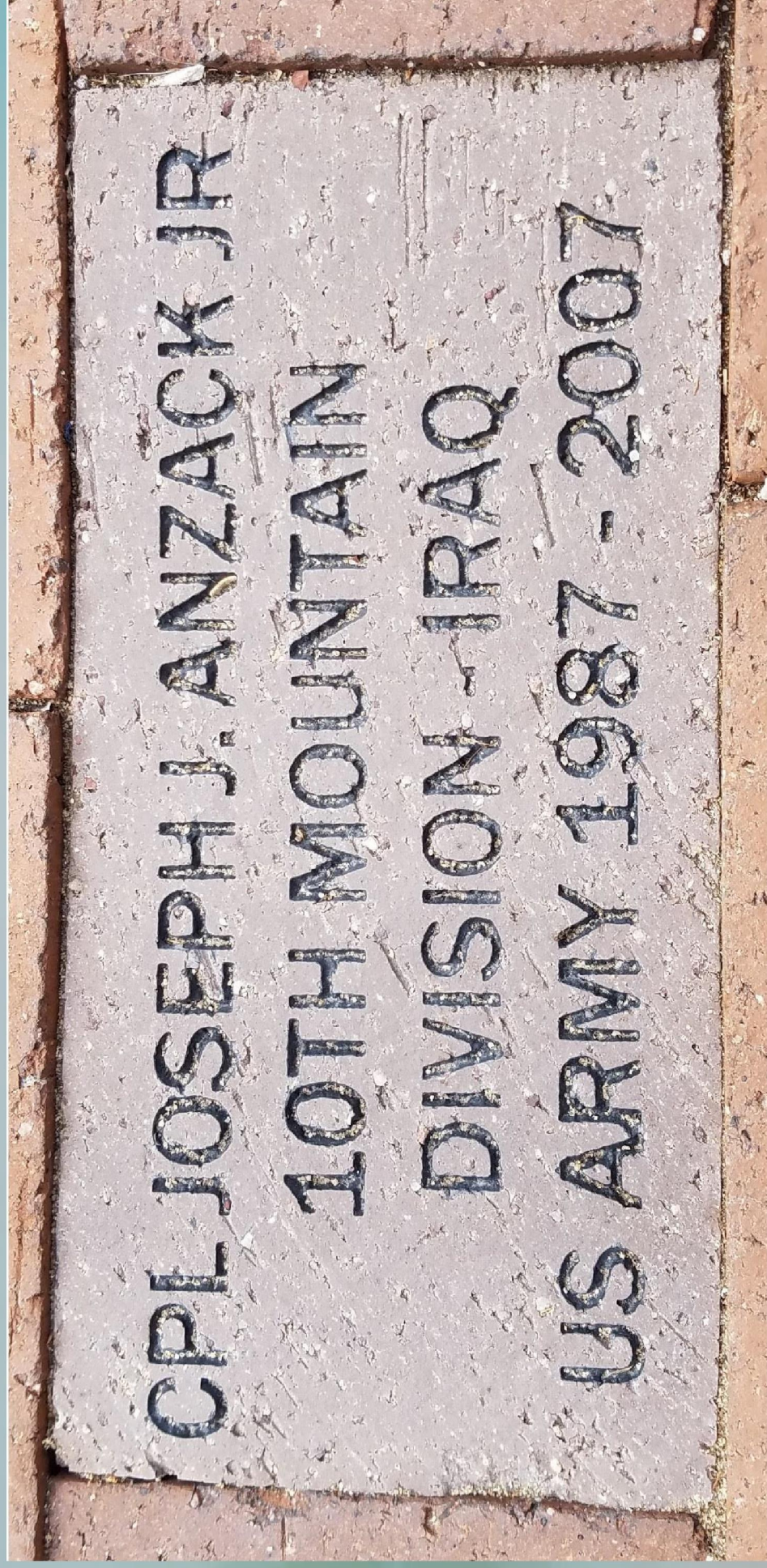
Commemorative Donation Program

- Established in 2006
- Placements in City parks and open spaces
- Donors can select a bench or a tree
- Donors can provide specialty items
- Dedication plaques at each placement location
- Program is self-funding

Dedicated Bench and Plaque



Veterans Memorial Engraved Bricks



Proposed Program Updates

- Add the Veterans Memorial engraved bricks as a donation option
- Add the Seaside Lagoon as a donation option for benches and specialty amenities
- Add Czuleger, Andrews and Moonstone (future date) Parks as location options for donations

Recommendation:

1. Receive and file a report on the status of the City's Commemorative Donation Program; and
2. Update the Commemorative Donation Program brochure to add the following locations as available for donated items:
Veterans Memorial; Czuleger, Andrews and Moonstone (future date) Parks; Seaside Lagoon